

**28,800**  
Total Attendees



— MINNEAPOLIS —

# Holiday

BOUTIQUE

NOV. 8-10, 2019

U.S. Bank Stadium

MinneapolisHolidayBoutique.com



## ARTISAN FEATURE AREA

Guests were able to discover beautiful, custom made gifts at Artisan booths at the show.



## THE FESTIVAL OF TREES

The lights and sparkle of several uniquely decorated holiday trees captivated shoppers as they strolled through the show. The feature was organized by the Minneapolis Fire Department and benefited Coats for Kids through Operation Warm.



## DOORWAYS TO THE HOLIDAYS

Guests were inspired for holiday gatherings with designer areas displaying home and holiday decor. Mannequins designed by Christopher Straub with a holiday inspired outfit were showcased at the show entrance.



## SANTA'S WORKSHOP

A meandering workshop area provided inspiration and ideas for guests home projects and gift ideas. Guest had Opportunity to register for \$50 in Boutique Bucks given away every hour of the show, every day!

## VISITOR SNAPSHOT



**98%** spend up to \$500 at the show



**68%** are likely to tell their friends and family about the show



**MORE THAN HALF** spend 3-8 hours at the show



**MORE THAN HALF** are likely to attend the show in the future based on their satisfactions

## EXHIBITOR SNAPSHOT

**91%** rate overall experience working with our show team as excellent, very good or good

**86%** rate their overall satisfaction with move-in and move-out experience as excellent, very good or good

**77%** rate the number of attendees as excellent, very good or good

**MORE THAN HALF** rate the quality of attendees as excellent, very good or good



## SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Minneapolis Holiday Boutique was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 28,800 visitors, we only received **4 requests for a refund.**



# Voicing YOUR OPINION

"We enjoyed participating in Minneapolis Holiday Boutique. The show team was understanding, especially regarding move-in day. This was our first "Big Show", it was an wonderful experience for us."

*Linda Schulte of Valley Fudge and Candy*

"We had amazing experience at the show! It didn't feel like a big show because the show team so hands on."

*Chad & Jen Revier of Colfax Point Design*

"I highly suggest to everyone that may be on the fence to give it a try. You won't be disappointed. I have already signed up for next year."

*Kathy M. Woitalla of Elli Lou Creations*

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**RACHEL JORGENSEN**  
 Exhibit Sales Consultant  
 612-203-4684  
 rachelj@MPESHOWS.COM  
 (Alpha #, A-O)



**JULIANNE SPARGO**  
 Show Manager  
 952-933-3850, ext. 116  
 juliannes@MPESHOWS.COM  
 (Alpha P-Z)



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MARKETPLACE EVENTS  
 Largest Home Show Producer | In North America